



LIVERY AND LOGO GUIDE

Explore and learn about Amtrak's different liveries and primary logos, with full color examples and descriptions spanning over four decades of American passenger rail history.

Adapted from the Amtrak Paint Scheme and Logo Branding Guide, this condensed Livery and Logo Guide provides a general overview of these main components of Amtrak branding. Additional brand resources and technical specifications are made available for official purposes and licensees. Please note Amtrak's trademarks are protected by law and may not be reproduced, modified or otherwise distributed without prior approval from the Amtrak Brand Management Team, BrandManagement@Amtrak.com

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A LOGO IS THE MOST VISUALLY RECOGNIZABLE ASPECT OF A BRAND.

INDEX

Logos

- 03 THE ARROW
- 04 THE TRAVELMARK
- 05 THE ACELA[®] LOGO

Liveries/Paint Schemes

- 07 PHASES I-VI
- 25 SERVICE SPECIFIC

THE ARROW

About The Arrow

Debuting in 1971 and used as the primary logo until 1999, the Amtrak® Arrow (aka motion-mark or chevron) is a crisp, motion-oriented design signifying speed and purpose of direction, featuring the national colors of red, white and blue. The name Amtrak® is a contraction and blending of the concepts "American" and "track."

Orientation

The Arrow lockup is comprised of two parts: the Amtrak® logotype and the Arrow symbol. The two configurations are the Vertical Lockup of the Arrow (01, top) and the Horizontal Lockup (01, bottom). These signatures are presented as fixed units without alteration to the positioning of their components.

Color Variations

The Arrow occurs in the following versions:

- 01 color
- 02 black
- 03 white
- 04 outline

The Wordmark

Amtrak®

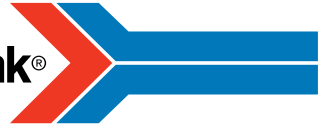
The original logotype (above) as used on the Arrow logo is a unique customized variation of the Helvetica typeface.

The Logo

01



Amtrak®



02



03



04



THE TRAVELMARK

About The Travelmark

Launched in 2000 and the primary logo of today, the Travelmark is suggestive of movement, using abstract lines and negative space, creating two rails that curve toward the horizon.

Orientation

The Travelmark is comprised of two parts: the Amtrak® logotype and the Travel symbol.

The two configurations are the Vertical Lockup of the Travelmark (01, top), and the Horizontal Lockup (01, bottom). These signatures are presented as fixed units without alteration to the positioning of their components.

Color Variations

The Travelmark occurs in the following versions:

01 color (Amtrak Blue)

02 black

03 white

The Logo

01



02



03



THE ACELA LOGO

About

Adopted in 2000, the name Acela® is derived from the words "acceleration" and "excellence." The symbol is an abstraction of a sea turtle's fin, instilling stately and peaceful progress through blue waters. Together they form the Acela brand mark or logo.

Orientation

The Acela logo is comprised of two parts: the "fin" symbol and the logotype.

The two main configurations are: Vertical (01, top) and Horizontal (01, bottom).

Color Variations

The Acela logo occurs in the following versions:

01 4-color gradient

02 1-color

03 black

04 white



"Flopped Symbol"

This exception is exclusive to power cars only, and occurs in both horizontal and vertical configuration. The orientation of the fin symbol always faces toward the nose of the locomotive.

The Logo

01



02



03



04





OUR TRAINS ARE THE ICONIC COMPONENT OF OUR BUSINESS.

A representation of each Amtrak® paint scheme was applied to a current locomotive for the Amtrak 40th Anniversary, pictured above on May 1, 2011.



Our fleet of equipment was inherited in 1971 and came decorated in a variety of predecessor colors and motifs. The locomotive in the inset photo had the arrow logo applied

in 1971 for publicity purposes, calling attention to the need for a uniform identity. In 1972, the first official livery was rolled out, and over the years Amtrak paint schemes have changed as our brand evolves. This section identifies livery names (referred to as Phases), color names and a sampling of paint scheme variants and their general characteristics.

PHASE I

Introduced in 1972

Locomotives



Color Palette



Pictured: SDP40F

Platinum Mist body, Amtrak® Red nose, Black roof and underbody, and large nose-facing Arrow logo.

Locomotive Variant – GG1



Color Palette



Pictured: GG1

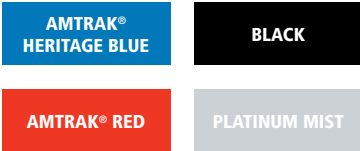
Platinum Mist body, Black underbody, Amtrak® Red noses and an Amtrak Heritage Blue stripe on each side that dips down at both ends toward the pilots.

PHASE I Continued

Locomotive Variant – Non-Revenue Locomotives



Color Palette



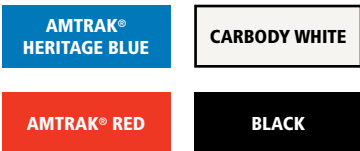
Pictured: GP9, GP7

Platinum Mist body, Amtrak® Red angled toward front, Black roof and underbody, and large nose-facing Arrow logo. Some units feature black that angles toward a "V" shape on the nose.

Trainset Variant – UAC TurboTrain



Color Palette



Pictured: UAC TurboTrain

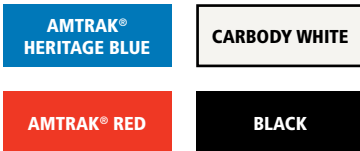
Carbody White body, Black underbody, striping consisting of Amtrak® Red above Amtrak® Heritage Blue separated by a White pin stripe, nose-facing Arrow logos, and Amtrak® Red noses.

PHASE I Continued

Trainset Variant – RTG I Turboliner



Color Palette



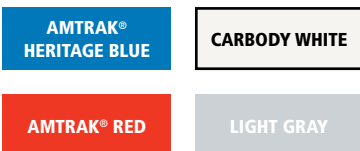
Pictured: RTG I Turboliner

Carbody White body, Black underbody, striping consisting of Amtrak® Red above Amtrak Heritage Blue separated by a White pin stripe, and nose-facing Arrow logos.

Self-Propelled Variant – Metroliner®, RDC



Color Palette



Pictured: Metroliner®

Stainless steel body, Light Gray underbody, and striping consisting of Amtrak® Red above Amtrak® Heritage Blue with White pinstripes on top, between and below. Cab ends feature vertical columns of Amtrak Red, White and Amtrak Heritage Blue.

PHASE I Continued

Passenger Cars – Opposite Arrows



Color Palette



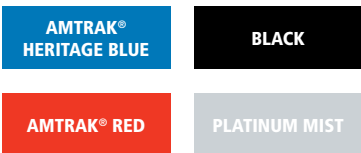
Pictured: Heritage 10-6 Sleeper

Platinum Mist or stainless steel body, Black underbody, striping consisting of Amtrak® Red above Amtrak® Heritage Blue with White pinstripes on top, between and below, with Arrow symbols on White fields at or near the ends of the car.

Passenger Cars – Single Arrow



Color Palette



Pictured: Amfleet® I Coach

Platinum Mist or stainless steel body, Black underbody, striping consisting of Amtrak® Red above Amtrak® Heritage Blue with White pinstripes on top, between and below, with one Arrow symbol per side on White fields at or near the end of the car.

PHASE II **Introduced in 1975**

Locomotives



Color Palette



Pictured: P30CH

Platinum Mist body, Black underbody, and striping consisting of Amtrak® Red above Amtrak Heritage Blue with White pinstripes on top, between and below.

Self-Propelled Variant – Metroliner®



Color Palette



Pictured: Metroliner®

Platinum Mist and stainless steel body, black underbody, and striping consisting of Amtrak® Red above Amtrak Heritage Blue with White pinstripes on top, between and below. Cab ends feature large red and blue fields separated by a White Helvetica wordmark.

PHASE II Continued

Passenger Cars



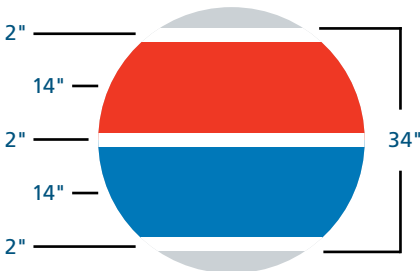
Color Palette



Pictured: Superliner® Coach

Platinum Mist or stainless steel body, Black underbody, and striping consisting of Amtrak® Red above Amtrak® Heritage Blue with White pinstripes on top, between and below.

Stripe Pattern



Pictured: Superliner® Sightseer LoungeSM

Standard overall stripe pattern height is 34". Some instances of non-standard heights occur. Examples include Sightseer LoungeSM car stripes angled up in a stylized transition to span the height of the large windows, and Heritage cars with reduced stripe heights to fit the window band.

PHASE III Introduced in 1976

Locomotives



Color Palette



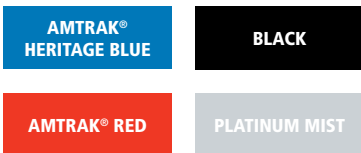
Pictured: F40

Platinum Mist body, Black roof with Black mask that extends down through cab windows at a hard angle and continues over the nose, Black underbody, and 24" tall stripe band with equal height Amtrak® Red, White, and Amtrak Heritage Blue.

Locomotive Variant – AEM-7



Color Palette



Pictured: AEM-7

Platinum Mist body and roof with connecting mask around windshields, and striping consisting of Amtrak® Red above White, above a large Amtrak Heritage Blue field that extends to the sill and into the pilots.

PHASE III Continued

Locomotive Variant – Non-Revenue Locomotives



Color Palette

PLATINUM MIST

BLACK

Pictured: GP38 and SW1000r

Platinum Mist body, Black roof and underbody. The Non-Revenue variant does not include a Black mask around cab windows.

Locomotive Variant – Dash 8-32BWH



Color Palette

AMTRAK®
DEEP BLUE

BLACK

AMTRAK®
DEEP RED

PLATINUM MIST

CHARCOAL GRAY

Pictured: Dash 8-32BWH

Platinum Mist body, Charcoal Gray roof, Black underbody, and unique stylized striping consisting of Amtrak® Deep Red, White, and Amtrak® Deep Blue.

PHASE III Continued

Locomotive Variant – P40, P32AC-DM



Color Palette

AMTRAK® DEEP BLUE	CHARCOAL GRAY
AMTRAK® DEEP RED	PLATINUM MIST

Pictured: P32AC-DM

Platinum Mist body and underbody, Charcoal Gray roof, and striping consisting of Amtrak® Deep Red above White, above Amtrak® Deep Blue with White pinstripe trim. Stripes fade-out toward the rear of the locomotive on P40 and P32AC-DM models only.

Trainset/Locomotive/Passenger Car Variant – RTL I, RTG I & II Turboliners, LRC



Color Palette

AMTRAK® HERITAGE BLUE	CARBODY WHITE
AMTRAK® RED	BLACK

Pictured: RTL I Turboliner

Carbody White body and roof, Black underbody, Black mask around cab windows, and striping consisting of Amtrak® Red above White, above a large Amtrak Heritage Blue field that extends to the sill. Later applications of this variant included reduced red and white stripe heights of 8" each and black roofs.

PHASE III **Continued**

Passenger Cars



Color Palette



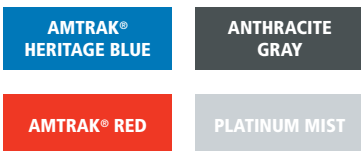
Pictured: Amfleet® II Coach

Platinum Mist or stainless steel body, Black underbody, and striping consisting of Amtrak® Red above White (8" tall), above Amtrak® Heritage Blue. Note: Red and blue stripe heights are usually equal, but height varies by fleet; most are 8" tall, however Superliners are 13".

Passenger Car Variant – Viewliner® II



Color Palette



Pictured: Viewliner® II Baggage Car

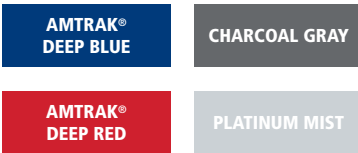
Platinum Mist or stainless steel body, Anthracite Gray underbody, equal 8" high stripes consisting of Amtrak® Red above White, above Amtrak® Heritage Blue and an Amtrak Red sill pinstripe.

PHASE IV **Introduced in 1993**

Locomotives



Color Palette



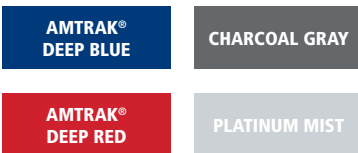
Pictured: P40

Platinum Mist body and underbody, Charcoal Gray on the rear two-thirds of the roof, and striping consisting Amtrak® Deep Red and White pin stripes on top of a large Amtrak® Deep Blue band.

Locomotive Variant – "NEC" P42 and P32AC-DM



Color Palette



Pictured: P42

Unique to Northeast Corridor assigned Genesis series units, this variant is distinguished by the Charcoal Gray extending further down off the roof onto the sides and front face of the locomotive.

PHASE IV Continued

Passenger Cars



Color Palette



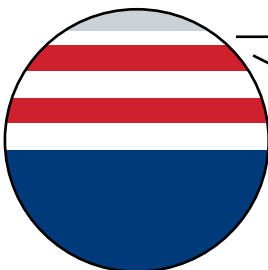
Pictured: Viewliner® I Sleeping Car

Platinum Mist or stainless steel body, Platinum Mist or Black underbody, striping consisting Amtrak® Deep Red and White pin stripes on top of a Amtrak® Deep Blue stripe band. Blue stripe height varied by car type.

Stripe Pattern



Pictured: Superliner® II Coach



- Top white pinstripe = 1/4" tall (Omitted on Superliner II series)
- Other pinstripes = 1 13/32" tall, each
- Bottom blue stripe = 8-24" tall

PHASE V

Introduced in 2000

Locomotives – P40, P32AC-DM and P42



Color Palette



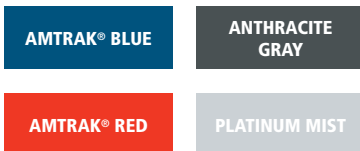
Pictured: P42

Platinum Mist body, Amtrak® Blue nose and roof stylized as a "wave," Anthracite Gray underbody, Amtrak® Red sill stripe, and large Travelmark logo on each side. Note: Some of the first P42s in this scheme had a higher dual red and blue sill stripe, and some had a blue closer to PMS 294 C.

Locomotive Variant – Other Revenue Units



Color Palette



Pictured: NPCU

Platinum Mist body, Amtrak® Blue around windshields, roof and top of nose, Anthracite Gray underbody, Amtrak® Red sill stripe, and large Travelmark logo on each side.

PHASE V Continued

Locomotive Variant – Non-Revenue Locomotives



Color Palette

AMTRAK® BLUE	ANTHRACITE GRAY
AMTRAK® RED	PLATINUM MIST

Pictured: GP15D

Platinum Mist body, Amtrak® Blue nose and roof (does not carry through windshields), Anthracite Gray underbody, Amtrak® Red sill stripe, and small Travelmark logos under the cab windows.

Trainset Variant – RTL III Turboliners



Color Palette

AMTRAK® BLUE	ANTHRACITE GRAY
AMTRAK® RED	PLATINUM MIST
LIGHT BLUE	BLACK

Pictured: RTL III Turboliner

Platinum Mist body, Black surrounded by Amtrak® Blue around cab windows and nose, Anthracite Gray underbody and car ends, Amtrak® Red sill stripe, and window band colors featuring an Amtrak Blue base with Light Blue Acela®-inspired "mobile shapes" for Business class, and a Light Blue base with Amtrak Blue Mobiles for Coach class.

PHASE V Continued

Trainset Variant – Acela Express®



Color Palette

AMTRAK® BLUE	ANTHRACITE GRAY
AMTRAK® RED	PLATINUM MIST
LIGHT BLUE	DARK GRAY
SKY BLUE	BLACK
MEDIUM BLUE	ORANGE
DARK BLUE	BURNT ORANGE
GREEN	

Pictured: Acela Express® Power Car

Platinum Mist & stainless steel body, Anthracite Gray underbody, Amtrak® Blue power car nose and roofline, Dark Gray and Black around windshields, various Acela mobile designs on the cars, and Amtrak® Red sill stripe. Acela logos on power cars always face power car nose and feature an exceptional Medium Blue to Sky Blue gradient.

Acela Mobiles: A family of secondary shapes based on the outline of the Acela logo, called mobiles, appear on the cars. Acela mobile colors indicate a specific car purpose or class of service. For more information, see the Acela logo chapter.

Examples:



AcelaCafe mobiles:

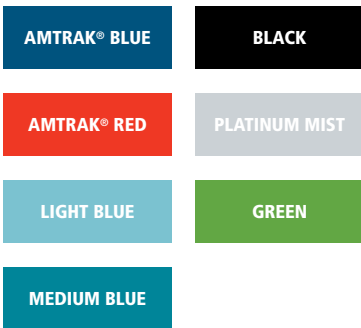


PHASE V Continued

Passenger Cars



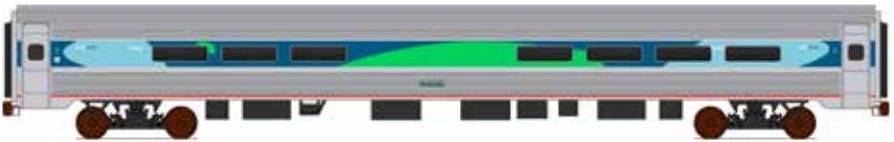
Color Palette



Pictured: Amfleet® I Coach

Platinum Mist or stainless steel body, Black underbody, Amtrak® Red sill stripe, and window band designs consisting of a background color and various Acela®-inspired “mobile shapes”. Created for *Acela Regional* service, this scheme consists of different color combinations for specific car types/functions. The design for Coach class and Baggage cars used a Light Blue band with Medium Blue mobiles (pictured above). Cafe cars are Amtrak® Blue band with Light Blue and Green mobiles, and Business class cars are Amtrak® Blue band with Light Blue mobiles.

Cafe design:



Business class design:

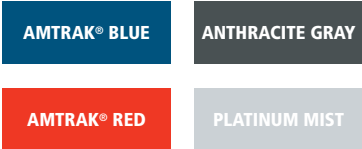


PHASE V Continued

Non-Passenger Cars



Color Palette



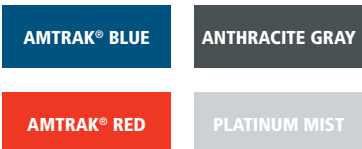
Pictured: Auto Carrier

Platinum Mist or aluminum body, Anthracite Gray underbody, Amtrak® Red sill stripe, and large Amtrak® Blue travelmark logo.

Non-Passenger Car Variant – Express Box Cars



Color Palette



Pictured: 71000 Series Express Box Car

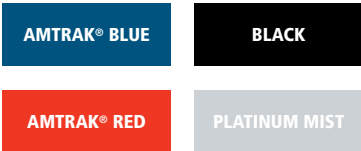
Platinum Mist or aluminum body, Anthracite Gray underbody, Amtrak® Red sill stripe, Amtrak® Blue bands at the top and beneath the sill tripe, and large Amtrak® Blue travelmark logo.

PHASE VI Introduced in 2002

Passenger Cars



Color Palette



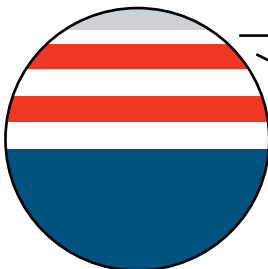
Pictured: Amfleet® II Coach

Often referred to as Phase IVb. Platinum Mist or stainless steel body, Black underbody, Amtrak® Red sill stripe, and striping consisting Amtrak® Red and White pin stripes on top of a large Amtrak® Blue stripe. Amtrak® Blue stripe height varies from 8" - 24" depending on car type (see below).

Stripe Pattern



Pictured: Superliner® I Sleeping Car



Top white pinstripe = 1/4" tall

Other pinstripes = 1 13/32" tall, each

Bottom blue stripe = 8-24" tall

SERVICE SPECIFIC

Pacific Surfliner® – Locomotives and Cars, introduced 1998



Color Palette



Pictured: Pacific Surfliner® F59PHI

Platinum Mist or stainless steel body and underbody, large Amtrak® Deep Blue color band bracketed by White pinstripes on the upper half of the car body, stylized to drop down to the nose on locomotives, and Deep Blue and White pinstripping along sills.

Amtrak Cascades® – Locomotives and Cars, introduced 1998



Color Palette



Pictured: Cascades F59PHI and Talgos

Cascades® Castilian Copper body and window band, Cascades Double Latte body, and Cascades Evergreen stripe with white pinstripe outline across the bottom of cars (arching up on end cars and down the front of locomotives). The Cascades symbol is Cascades Nugget.

SERVICE SPECIFIC

Amtrak CaliforniaSM – Caltrans[®] Locomotives, introduced 1994



Color Palette

298 NAVY

BLACK

166 ORANGE

7408 YELLOW

Pictured: Caltrans F59PHIs

Platinum Mist or stainless steel body, Black band through upper locomotive body, 7408 Yellow stripe above a 298 Navy band (carries to bottom of locomotive including trucks). The front section of locomotives have a sweeping 298 Navy field that encompasses cab windows.

Amtrak CaliforniaSM – Caltrans[®] NPCU



Color Palette

PLATINUM MIST

BLACK

AMTRAK[®] RED

7408 YELLOW

326 TURQUOISE

299 BLUE

Pictured: Caltrans NPCU

Platinum Mist body and trucks, black underbody, chevron patterned Amtrak[®] Red and White stripes on nose, 7408 Yellow grab irons, and 326 Turquoise and 299 Blue striping along lower portion of unit that is stylized to the roof near the rear.

SERVICE SPECIFIC

Amtrak CaliforniaSM – Caltrans[®] Bi-Level Passenger Cars



Color Palette

298 NAVY

BLACK

166 ORANGE

7408 YELLOW

Pictured: Caltrans Bi-Levels

Stainless steel body, Black band along upper level windows, 7408 Yellow stripe above a 298 Navy band, 298 Navy trucks and 166 Orange triangle shapes on both sides of doors designated for boarding.

Amtrak CaliforniaSM – Caltrans[®] Single-Level Passenger Cars



Color Palette

298 NAVY

BLACK

166 ORANGE

7408 YELLOW

326 TURQUOISE

299 BLUE

Pictured: Caltrans Comet Car

Stainless Steel or Platinum Mist body, Black underbody, 298 Navy window band with diagonal 166 Orange, 326 Turquoise and 299 Blue bars at each end, and 7408 Yellow sill stripe.

SERVICE SPECIFIC

MOW Orange – Introduced circa 1976



Color Palette

SAFETY ORANGE

BLACK

Pictured: Transfer Caboose

Safety Orange body and Black underbody. Applied to work train locomotives and rolling stock.

MOW Grey – Introduced circa 2004



Color Palette

LIGHT GRAY

BLACK

AMTRAK® RED

Pictured: Ballast Hopper

Light Gray body, Black underbody, and Amtrak® Red sill stripe. Applied to work train rolling stock.

SERVICE SPECIFIC

MOW Yellow – Introduced circa 2001



Color Palette



Pictured: Track SAVe

Safety Yellow body, Black underbody, White roof, and Safety Blue lettering. Applied to roadway vehicles and MOW equipment.

MOW Lime – Introduced circa 2004



Color Palette



Pictured: MMU-1000

Lime or Bold Lime body, black underbody, White roof, and Safety Blue lettering/accent striping. Applied to work train rolling stock, roadway vehicles and MOW equipment. Bold Lime introduced to replace Lime circa 2013.